

AUSTRALIA'S  
**BEST CITY**

*BRAND GUIDELINES*

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*TO MAINTAIN BRAND INTEGRITY IT IS VITAL  
THAT THE BRAND'S STYLE IS ALWAYS ADHERED TO.*

*IF YOU HAVE ANY DOUBT, PLEASE REFER BACK  
TO THIS STYLE GUIDE, OR CONTACT AUSTRALIA'S BEST CITY TO  
GAIN APPROVAL AND ASSISTANCE.*

# Logo

**OUR LOGO IS AN EXTREMELY POWERFUL ASSET. IT REFLECTS OUR BRAND, AND THEREFORE WHO WE ARE AND WHAT WE STAND FOR.**

This means we must be careful with it, and adhere to the following rules:

## SPACE AROUND THE LOGO

Balance is an essential feature of good design. Graphics, imagery, and text must all be balanced on the page so that each is able to speak clearly. Placing any element too close to the logo diminishes its importance.



## BACKGROUND BEHIND THE LOGO

The logo is suitable for use on both white and black backgrounds. Never put the logo on a coloured background or image. When using the logo with coloured backgrounds and images, place the logo on a black or white simple geometric shape eg. square, diamond, circle.



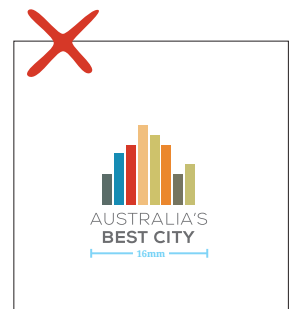
## COLOUR AND GREYSCALE LOGO

Always use the colour version of the logo. If for cost reasons this is impossible, use the greyscale logo.



## LOGO SIZE

Do not reduce the logo to a size smaller than 20mm across.



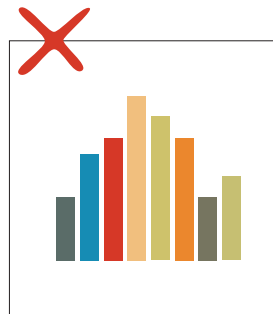
### DO NOT MANIPULATE THE LOGO

This rule includes but is not restricted to type, rules, shadows, outlines, and embellishments. Do not rotate or stretch the logo disproportionately.



### LOGO TEXT

Do not use the logo without the text.



### LOGO QUALITY

When using the Australia's Best City logo, please ensure that it is sharp, clear, and well produced. Both a pdf and a scalable vector file of the logo are available to download on the Australia's Best City website.



### ***THE LOGO SHOULD BE PRESENT ON ALL FORMS OF COMMUNICATION.***

As the primary graphic identity, the logo must appear on all communications, including the website, flyers, and stationery.

# Typography

**CONSISTENT TYPOGRAPHY CAN BE JUST AS EFFECTIVE AS A LOGO WHEN USED CORRECTLY AND CONSISTENTLY.**

The Australia's Best City brand uses four typefaces: Accolade, Nexa, Droid and Shket. These fonts must be used at all times, and are free to download from the internet.

## ACCOLADE BOLD

This font should be used for main headings, in a large size, and in sentence case. In most cases, it should be black.

## DRIOD SERIF BOLD ITALIC

This font should be used for the first paragraph in a section, and any other paragraph text that is more important than body text.

## DRIOD SERIF REGULAR ITALIC

This font should be used for pull quotes and subtitles and should be seen in all-caps on a black geometric background, such as black rectangles (as seen on page 3). For these uses, it is important to space out the letters.

## DRIOD SERIF REGULAR

This font should be used for body text. Body text should always be seen in black, a tint of black or white.

## NEXA BOLD

This font should be used for in-text headings. It should always be used in all-caps. These headings could be coloured if the situation requires it.

## NEXA LIGHT

This font should be used for secondary in-text headings. It should also be used in all-caps. These headings could also be coloured if suitable.

## SHKET

This font should be used for unusual occasions, such as page numbering. This font is extremely condensed and should be spaced out.

**Aa** ABCDEFGHIJKLMNOPQ  
abcdefghijklmnopq  
(.,:;?!\$&@\*) 0123456789

*Aa* ABCDEFGHIJKLMNOPQ  
abcdefghijklmnopq  
(.,:;?!\$&@\*) 0123456789

*Aa* ABCDEFGHIJKLMNOPQ  
abcdefghijklmnopq  
(.,:;?!\$&@\*) 0123456789

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(.,:;?!\$&@\*) 0123456789

Aa ABCDEFGHIJKLMNOPQ  
abcdefghijklmnopq  
(.,:;?!\$&@\*) 0123456789

# Typography example

**STARTING PARAGRAPH SIZE 12 TYPE, WITH 14.4 LEADING. THIS PARAGRAPH IS IN ALL-CAPS DROID SERIF BOLD ITALIC. THIS IS THE FIRST PARAGRAPH.**

## IN-TEXT LARGE SUBTITLE NEXA BOLD

This is size 10pt body text with 12pt leading. This font is Droid serif Regular. There is 2mm between paragraphs. This is size 10pt body text with 12pt leading. This font is Droid serif Regular. There is 2mm between paragraphs.

## IN-TEXT SMALL SUBTITLE NEXA LIGHT

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## IN-TEXT SMALL SUBTITLE NEXA LIGHT

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*THIS TEXT IS A PULL QUOTE. IT IS*

*USING DROID SERIF REGULAR ITALIC*

*WITH 100 THOUSANDS OF AN EM AS THE*

*TRACKING (LETTERSPACING).*

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## IN-TEXT SMALL SUBTITLE NEXA LIGHT

Dit into et adisint, sintias pelibus audit vellatecus. Intia ditatur? Pit faces modio bere prae. Nem. Ut quam quistibus, nonsequod entium sitatem num nulpa vent, ad molorepra porro omnihilit oditatur solor autessi offic tecab ipsa ad elitemposaes quiae rerunt arum iliquam volorest et endunt vellit fuga. Os etur, qui cus, unt exerchil molupta tations.

Fectorum andellabor atur sequi netur sunt essequamusae voluptam hitat ut doluptam, omniet elluptae. Ut magnis ma verum verum verunt, ut vollaci dis aut lacerum et untur, conestius, omnihillaut mo moloreperum volorem voluptas qui reiciducia por as magniae sam dissum dit qui rem ea dem. Occupatur?

## IN-TEXT SMALL SUBTITLE NEXA LIGHT

Ovit, que sa nitis et ellupti andam nis as ea conse coris aliqua tibus, quis dissimuscil ex et.

# Colour

***COLOUR PLAYS AN IMPORTANT ROLE  
IN THE BRANDED PERSONALITY OF  
AUSTRALIA'S BEST CITY.***

***THE FOLLOWING COLOUR REFERENCES  
SHOULD BE USED WHEN PRODUCING  
ANY BRAND ASSETS.***

## **PRIMARY COLOUR**

The primary colour used in the Australia's Best City brand is black. This colour is ideal for all text, geometric shapes and lines.

## **SECONDARY COLOURS**

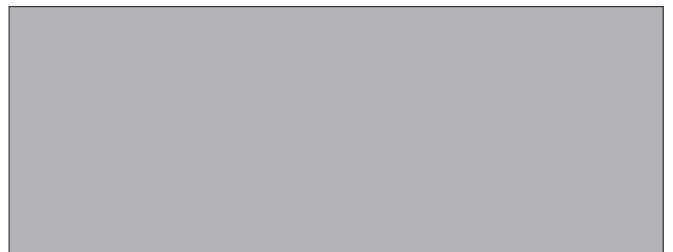
There are eight secondary colours used in the Australia's Best City brand.



C=35 M=60 Y=60 K=100  
R=0 G=0 B=0



C=0 M=0 Y=0 K=90  
R=61 G=61 B=61

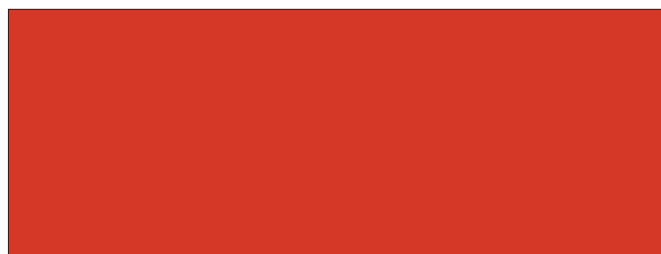


C=0 M=0 Y=0 K=35  
R=189 G=189 B=189

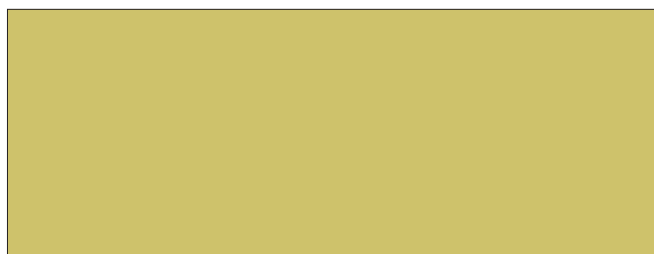




# Secondary colour



C=11 M=92 Y=100 K=2  
R=212 G=58 B=39



C=56 M=11 Y=55 K=16  
R=105 G=157 B=122



C=5 M=56 Y=95 K=0  
R=235 G=135 B=47



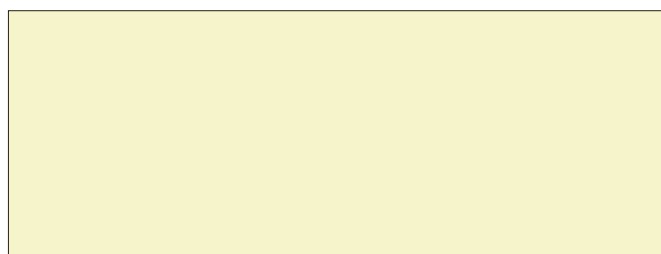
C=56 M=11 Y=55 K=16  
R=105 G=157 B=122



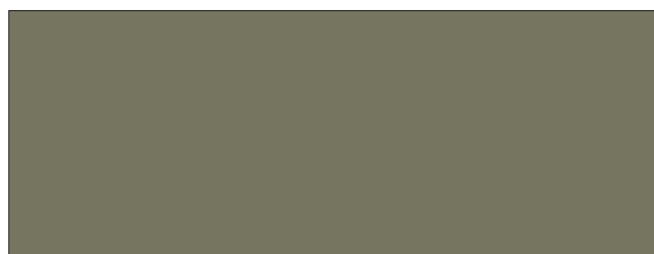
C=5 M=26 Y=3 K=16  
R=0 G=138 B=191



C=50 M=0 Y=66 K=0  
R=134 G=200 B=129



C=42 M=0 Y=7 K=0  
R=139 G=213 B=232



C=29 M=0 Y=72 K=0  
R=189 G=217 B=113

# Photography

*BEING THOUGHTFUL WHEN INCLUDING IMAGES INTO A DESIGN CAN HELP PRESERVE A BRAND'S LOOK AND FEEL.*

*WHERE POSSIBLE USE IMAGES THAT HIGHLIGHT THE COLOURS SEEN IN THE COLOUR SECTION OF THIS DOCUMENT.*

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